

FOR IMMEDIATE RELEASE

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Emporia Telecom Announces It Will Provide Specialty Phones For First Mobile Phone Service In US Designed For Visually Impaired

21 Million Americans Will Soon Have Access to Affordable, Easy-to-Use Cell Phones and Service

WASHINGTON, D.C. — [Emporia](#)--world market leader in the manufacture and sale of mobile phones for seniors and the visually impaired--announces it is teaming up with [Odin Mobile](#) to offer the nation's first mobile service specifically engineered for the visually impaired. The service starts in July, operating on the T-Mobile network. Customers will find plans and phones for every budget, and unique customer services including receiving user guides via email in Word and HTML formats, and expert support for each phone.

A huge, underserved segment of the American population will soon know the ease, safety and joy of wireless communications. It's a natural fit for Emporia, founded after the owner designed a communication device for his 90-year-old mother. "Our passion is making mobile communications simple and affordable for everyone," says Greg Foley, President and CEO of Emporia USA. "We're proud to collaborate with groups representing the visually impaired, and Odin Mobile, to put our devices to work for millions of American's once locked out of the mobile world."

The American Foundation for the Blind says it is "very pleased" to see Emporia and Odin Mobile step forward to offer affordable mobile phone service and accessible devices for this market. "This is especially important in meeting a need for individuals with vision loss who are also often living on fixed income, but who could benefit so dramatically from accessible and affordable mobile phones," says Paul Schroeder, American Foundation for the Blind's VP for Programs and Policy.



The Emporia Essence: For the entry level consumer who wants easy to talk and text technology, emergency call function, self explanatory, great design, large buttons with great tactile feedback, wide easy to read screen, voice announcement, Bluetooth.

<http://www.emporiatelecom.com/products/overview/emporiaessenceplus>

The Emporia Essence

The Emporia Click: For the high tech visually impaired customer wanting extra large keypad with large tactile buttons, easy to read color display with adjustable character size, extra powerful speakers, easy to take and share pictures, emergency function with GPS.

<http://www.emporiatelecom.com/products/overview/emporiaclickplus>



The Emporia Click

Odin will have exclusive rights in the US to offer the Emporia Essence VF-4 and the Emporia Click. “We are excited to sell the Emporia Essence and Emporia Click, which emphasize simplicity, ease of use, and are just fantastic devices for the visually impaired,” says Robert Felgar, Odin General Manager.

Emporia USA’s President and CEO, Greg Foley demonstrated the devices at [m-Enabling Summit](#), in Washington DC, June 6-7. Greg Foley can be reached at 201.962.5550 or foley@emporiatelecom.com.

About Emporia

Emporia is a leading mobile device manufacturer focused on simplified communication. Based in Austria, the company has developed research-driven, high-quality, easy-to-use mobile products for more than 20 years. Emporia devices are available in more than 30 countries through leading carriers and retailers. For more information, please visit us at www.emporiatelecom.com.

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